



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Robert Salinas  
Appl. No.: 10/733,551  
Title: Product Promotion and  
Sales in Computer Games,  
Simulations, and the like

Via Express Mail: EH 238725438 US

October 29, 2008

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Examiner: Adam Chornesky  
Art Unit: 3688

**Re: REPLY TO OFFICE ACTION**

Dear Examiner Chornesky:

In response to the Examiner's non-final office action mailed 9/29/2007, having a shortened period for response set to expire 10/29/2008, Applicant Robert Salinas respectfully submits the following properly formatted claims listing in regard to the above-identified patent application:

Please do not hesitate to contact me at (760)641-8830 with any questions.

Thank you.

Sincerely,

Kenyon Potter  
Reg. No. 50450

Enclosures

Claims 1-12. (cancelled)

Claim 13. (Currently amended) A computer implemented method for promotion of products within an electronic game, comprising the steps of:  
receiving at least one input from a player, whereby the player is identified;  
displaying at least one graphical object identifying corresponding to a promoted product, whereby the promoted product is brought to the attention of the player by a visual effect and wherein the promoted product has a label or tag that identifies a brand;  
in response to at least one action being performed by the player, the promoted product is selected by player and modifying an operational parameter of the electronic game is modified; and wherein the operational parameter is capable of enhancing the performance of the player.

Claim 14. (Currently amended) The method of claim 13 wherein the operational parameter is the player's speed of the player is enhanced.

Claim 15. (Currently amended) The method of claim 13 wherein the operational parameter is the player's power of the player is enhanced.

Claim 16. (Currently amended) The method of claim 13 wherein the operational parameter is the player's dexterity of the player is enhanced.

Claim 17. (Currently amended) The method of claim 13 wherein the operational parameter is the player's the endurance of the player is enhanced.

Claim 18. (Currently amended) The method of claim 13 wherein ~~the promoted product selected by the is a good~~ the method comprises the additional step of recording and transmitting data relating to the promoted product selected by the player to a remote computer in communication with the electronic device via a network.

Claim 19. (Currently amended) The method of claim 13 wherein ~~the promoted product selected by the~~ is a service ~~the method comprises the additional step of recording and transmitting data relating to the player's identity to a remote computer in communication with the electronic device via a network.~~

Claims 20 - 24. (Canceled)

Claim 25. A computer system comprising:

at least one ~~a~~-display;

at least one processor in communication with the display;

at least one storage medium in communication with the processor; wherein the processor operates ~~at least a promotion engine based at least in part on instructions stored on the storage medium;~~ wherein the promotion engine conducts at least one promotion; wherein the promotion includes displaying at least one promoted product on the display; and

in response to at least one action being performed by the player, the promoted product is selected and ~~modifying the instructions with respect to~~ at least one operating parameter is modified.

Claims 26-27. (Canceled)

Claim 28. The system of claim 25 wherein the promotion engine conducts at least one promotion before a player commences play of a computer game.

Claim 29. The system of claim 25 wherein the promotion engine conducts at least one promotion after a player completes play of a computer game.

Claims 30-31. (Canceled)